

ABSTRACT OF DISCLOSURE

The pressure-sensitive adhesive tape or sheet contains a base material containing a polyolefin resin and an inorganic flame retardant and containing substantially no halogen atoms and a pressure-sensitive adhesive layer formed on one side of the base material, the base material bearing on the other side thereof at least one of a character and a design constituted of a structure comprising recesses, protrusions or both of them united to the base material.